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Frank Duffy, AVP Enterprise Records Management
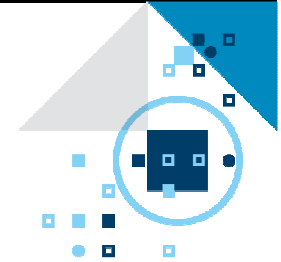Sun Life Financial
30 May 2014

Information Lifecycle Governance
## A Cross-Functional Perspective

Objective and Agenda

- Objective: To share ILG insights gathered over 10+ years in information governance and risk management.

- Agenda:
  - ❑ Governing information

  - ❑ What is ILG?

  - ❑ Challenges to ILG

  - ❑ Considerations when executing ILG

  - ❑ Q & A

# Setting the Stage – A Business Imperative to Govern Information

- Information is increasingly recognized as an asset and must be governed as such

- Due to explosive data growth, costs are rising while companies are under pressure to keep budgets flat

- There is a convergence of data / information disciplines creating ambiguity

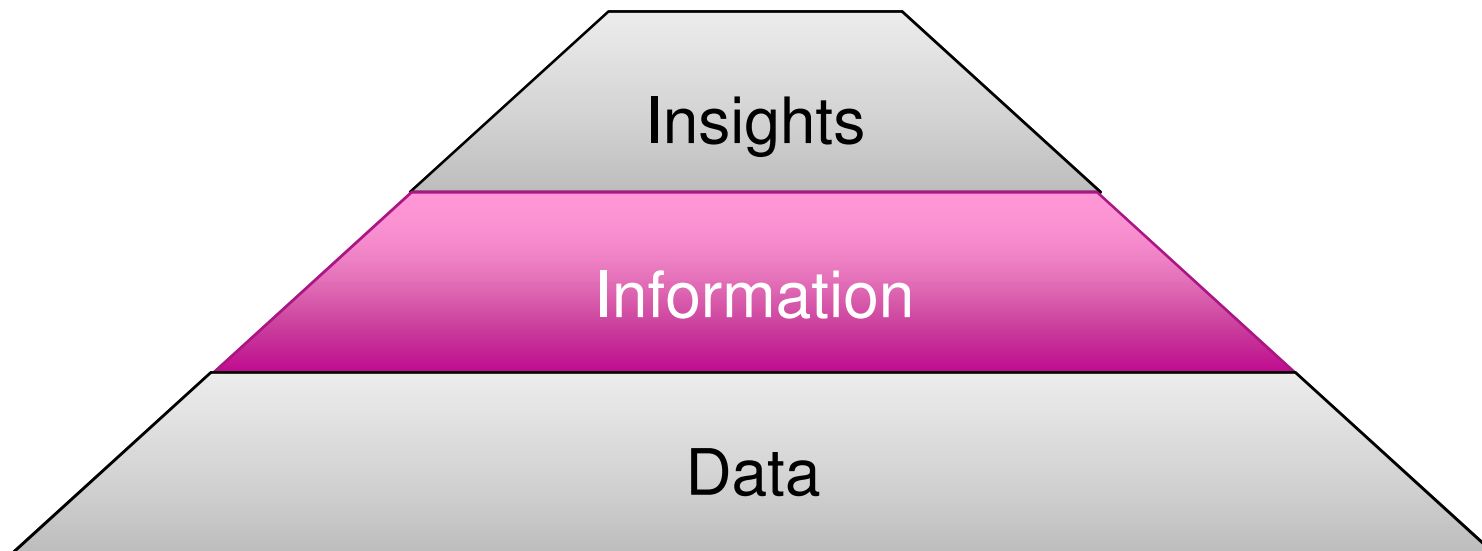- Expectations of internal and external stakeholders are increasing

Cross-Functional Perspectives of Governance – Collision of Worlds
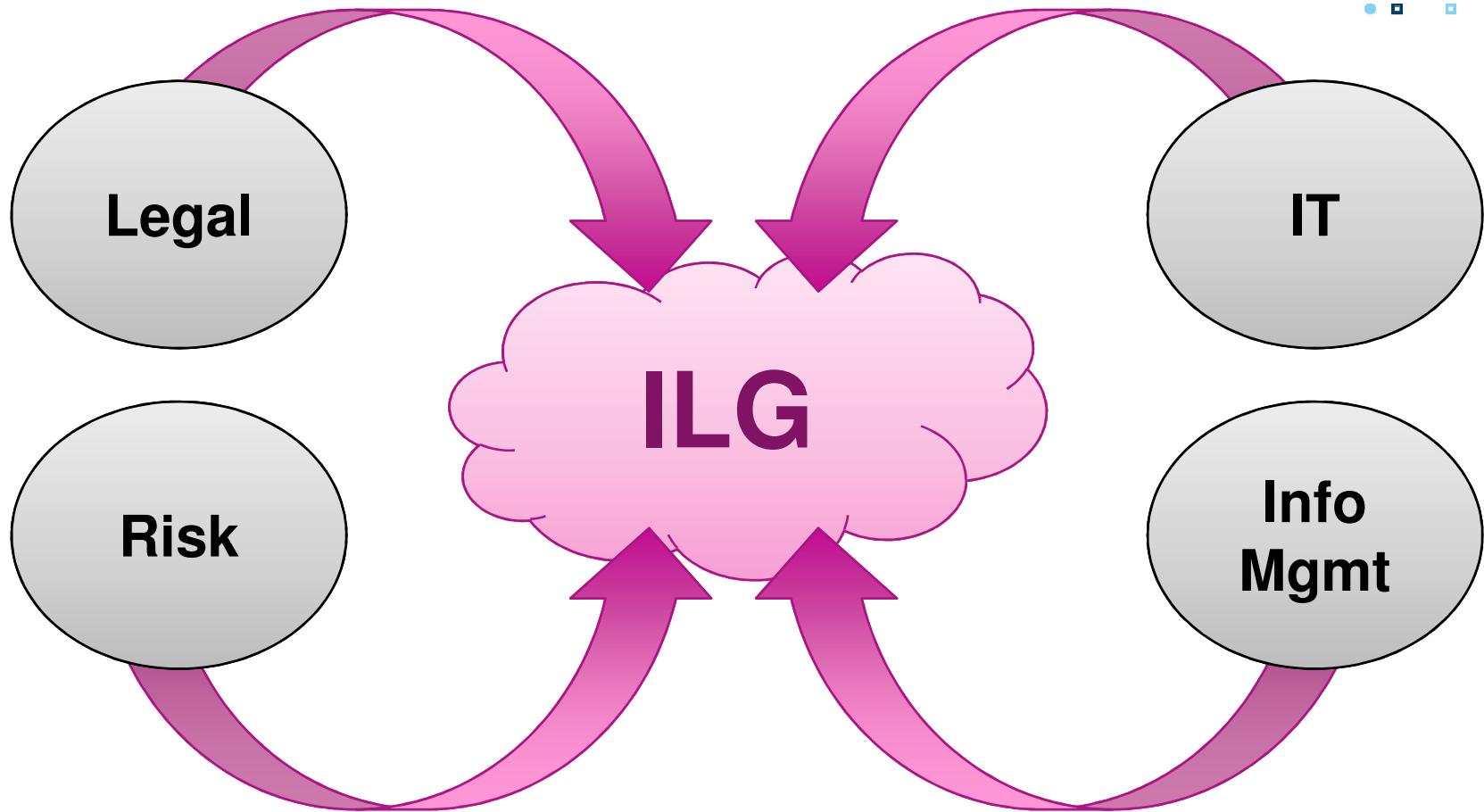
What is Information Lifecycle Governance anyway?
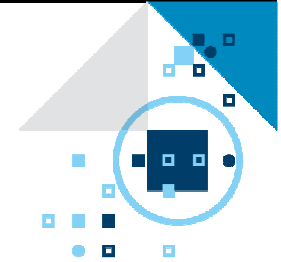
✓ **INFORMATION**	**What is being governed**
LIFECYCLE	Context of governance
GOVERNANCE	Application of rules

What is Information Lifecycle Governance anyway?
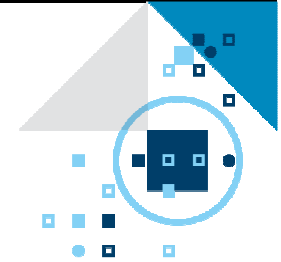
INFORMATION	What is being governed
✓**LIFECYCLE**	**Context of governance**
GOVERNANCE	Application of rules

Create	Use	Retain	Destroy

What is Information Lifecycle Governance anyway?

INFORMATION	What is being governed
LIFECYCLE	Context of governance
✓**GOVERNANCE**	**Application of rules**

Mandate

Governance

Requirements

Operations
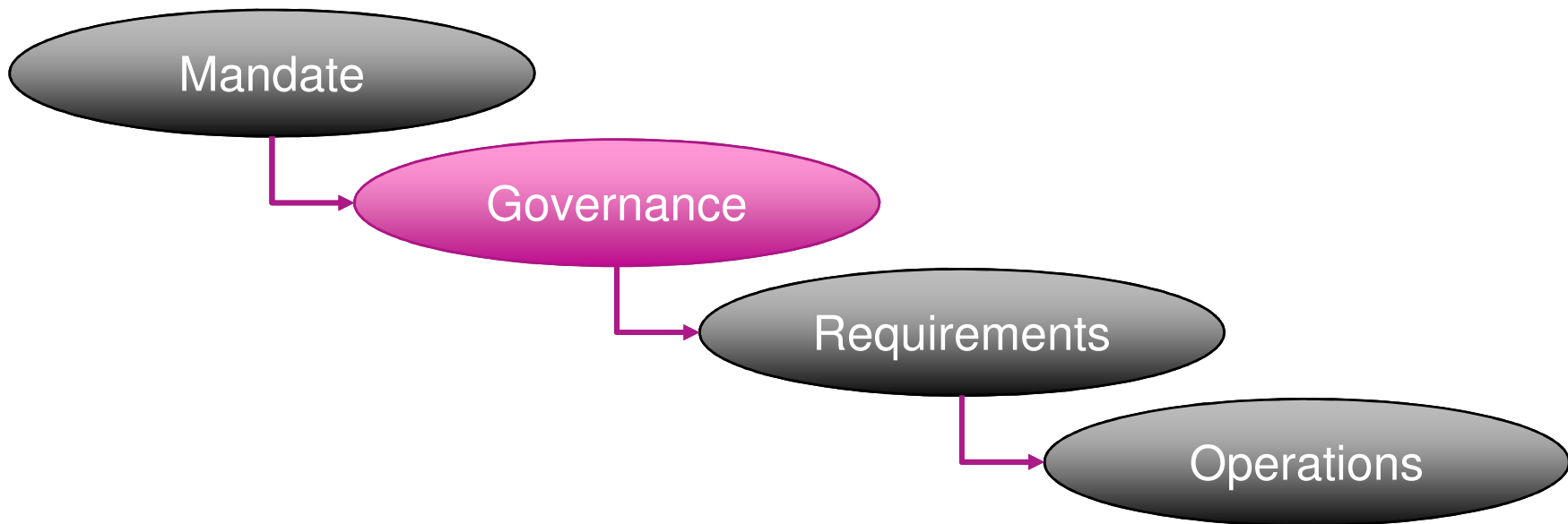
Components of Governance – The Challenge is People

Governance
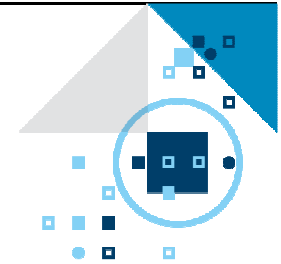
Policies

People

Process

Enabling Infrastructure
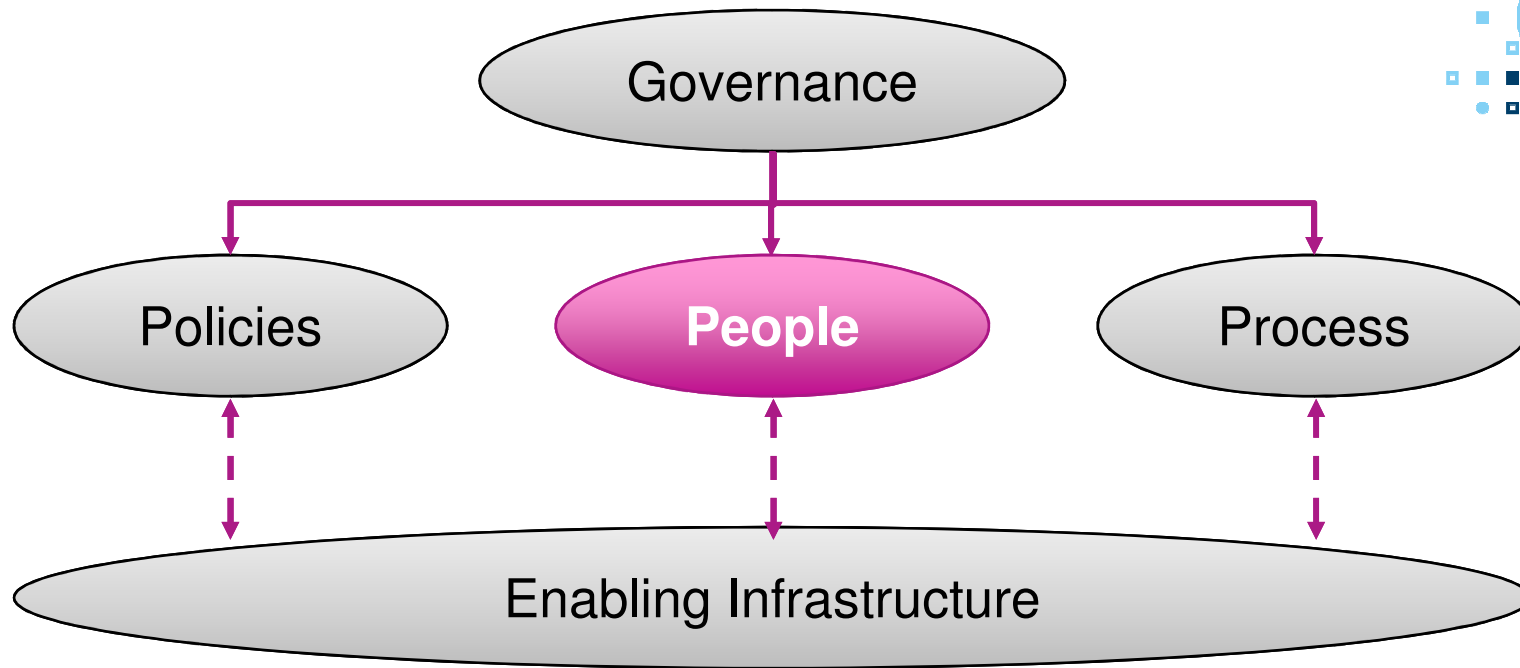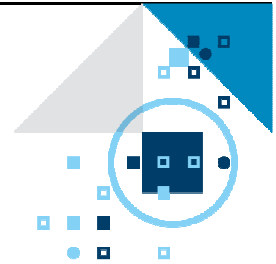
The People Challenge

- Defining roles, authority and responsibilities
- Achieving a shared understanding of outcomes and realistic expectations
- Supporting the development of employees and other stakeholders
- Overcoming resistance to change

Clear Outcomes and Benefits Can Overcome Resistance

- Like any other business activity, build the business case to articulate measurable outcomes

- Recognize that the objective of ILG is not just cost reduction or cost avoidance

- The **net** value of information over its lifecycle is essential to making informed decisions

Illustrative Scenario: Data Growth in Email
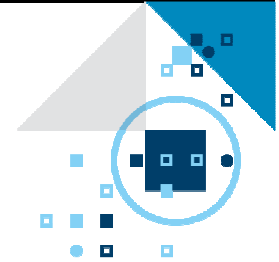
- Many organizations struggle with the proliferation of email with an estimate of **109B business email messages** sent and received every day in 2014

- This estimate will grow 7% year over year

- This takes into account emerging channels of communication

Source: The Radicati Group, 2013*

* http://www.radicati.com/wp/wp-content/uploads/2013/04/Email-Statistics-Report-2013-2017-Executive-Summary.pdf

# Illustrative Scenario: Considerations for Applying ILG to Email

- Policies:
  - ☐ Simple to read and understand, avoid the jargon
  - ☐ Be clear on scope – Enterprise or LOB-specific
  - ☐ Define the lifecycle to be governed to avoid scope creep

- People:
  - ☐ Get the language right (i.e. archiving vs journaling vs preservation)
  - ☐ Recognize the level of autonomy users expect to have about managing email

- Processes:
  - ☐ Consider the end-to-end data flow to identify where ILG may be constrained
  - ☐ Applying ILG to legacy email should be balanced against business practicalities

- Enabling Infrastructure:
  - ☐ Email is not a point solution, it is a strategic content platform
  - ☐ Infrastructure to support retention of email may need to accommodate extended periods (>10 years)
  - ☐ No two companies execute ILG exactly the same which may impact how hosted solution providers align with their customers' expectations

Final Thoughts on ILG
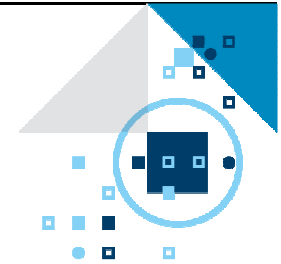
- ILG is not new, but it has gained increased prominence recently with the issue of data growth and the corresponding costs

- ILG is a cross-functional / multi-disciplinary activity that should engage stakeholders across the organization

- Right-sizing ILG is essential for long term sustainability and consistency in practice

- As more information is at rest in the Cloud, how evolving forms of ILG are accommodated may determine the viability and adoption of various hosted solutions

Questions and Answers
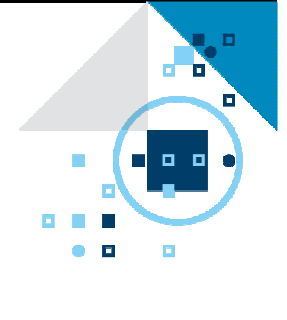
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Thank You